

# IBM Sterling Order Management Wholesale & Distribution



## Wholesale & Distribution in the digital era

B2B customers are increasingly demanding a more B2C-like ordering experience from wholesale-distributors. This focus is driving wholesale-distributors to create best-in-class and value-added services. The limitations of their current supply chain capabilities include:

- Lacking a single view of enterprise-wide inventory
- Increasing challenges with inventory allocation
- Optimizing a seamless order experience to avoid B2B complexity
- Managing manual efforts and resulting errors
- Missing deliveries causing SLA penalties

## Gain a competitive advantage with inventory control and intelligent automation

IBM Sterling Order Management augments wholesale-distributors' existing supply chain applications for a unified, real-time view of enterprise inventory.

- Real-time alerts and automated execution empowers companies to take quick action to avoid inventory shortages and disruptions
- Digitize processes by quickly defining or inheriting business rules, pricing, and product and service configurations
- Quote and process orders faster with intelligent workflows that enable dynamic pricing through collaboration and automation

## Purpose-built B2B software











For Wholesale & Distribution B2Bs looking to accelerate growth and profitability in a complex B2B commerce landscape, Sterling Order Management is a multi-enterprise order management solution that enhances customer experience, increases revenue, and improves operational margin.

With Sterling Order Management, you can:

- Execute large volumes of complex orders, including intricate product and service configurations and fulfillment types
- Provide accurate delivery estimates by unifying production schedules, sourcing options and inventory availability across multiple entities
- Capture maximum demand by utilizing inventory anywhere in your multi-enterprise supply chain to serve customers across any channel
- Respond faster to market dynamics and supply disruptions and always deliver on time and in full (OTIF)
- Automate manual processes and workflows to execute complex orders flawlessly and at a lower cost-to-serve

Sterling Order Management is the proven solution that enhances customer experience, increases revenue, and improves operational margins.

## Featured Highlights

- |  |   |  |   |  |
|--|---|--|---|--|
|  Automated sales ordering and validation |  Forecast inventory            |  E2E visibility into Available-to-promise inventory |  Inventory turns             |  OTIF/OTIFFP                            |
|  Dynamic sourcing and fulfillment        |  Order visibility and tracking |  Low/expiring stock alerts                          |  Vendor inventory management |  Est. delivery dates On time deliveries |

# Proven solutions designed for today's Wholesale & Distribution demands



## Customer spotlight

National technology distributor delivers customer satisfaction with accelerated eCommerce growth and automation

### About the client:

With over 100k products and services from 100+ brands, this client needed a way to see inventory across their complex B2B commerce landscape. The distributor was looking for a solution that could improve inventory productivity and enhance the customer experience.

### The role of IBM Sterling Order Management in ensuring on time and in full delivery:

The client sought out Sterling Order Management as a foundation for their growing eCommerce and online-focused channel business. As their manufacturers increase drop shipping, Sterling Order Management provides the client with real-time visibility into supplier inventory and available-to-promise. The distributor is now managing and allocating inventory across their fulfillment network, responding rapidly to inventory shortages and supply chain disruptions.

### Why they selected IBM Sterling Order Management:

By using intelligent automation, the distributor can digitize the bidding process to improve sourcing decisions. Automation in fulfillment enables them to shift from a "First Come, First Serve" methodology to optimized prioritization based on customer data and competing priorities. With Sterling Order Management, they can reduce inventory shortages and backorders.

## Key benefits

**+170% ROI**

by customers using IBM Sterling Order Management<sup>1</sup>

**\$4.2 Million**

net-new profit from improved order management<sup>1</sup>

**\$6.4 Million**

cost savings from improved operations<sup>1</sup>

**\$2.3 Million**

avoided costs from previous order management solutions<sup>1</sup>

1. The Total Economic Impact of IBM Sterling Order Management, Forrester Consulting, July 2020

Ready to learn more?

Learn more about IBM Sterling Order Management

